

Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 OES-05 EB-07 PA-02 PRS-01 CIAE-00

INR-07 NSAE-00 /033 W

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R 020915Z AUG 75

FM AMEMBASSY NEW DELHI

TO SECSTATE WASHDC 352

NASA HQS WASHDC

INFO USIA WASHDC

UNCLAS NEW DELHI 10407

E.O. 11652: N/A

TAGS:

SUBJECT: SITE IS INAUGURATED

1 AT 6:20 P.M. FRIDAY, AUGUST 1ST, THE SATELLITE INSTRUCTIONAL TELEVISION EXPERIMENT (SITE) BEGAN OPERATION WITH AN ADDRESS BY THE PRIME MINISTER, INDIRA GANDHI, TO ISOLATED CLUSTERS OF VILLAGES IN SIX STATES IN INDIA.

2. THE SITE PROGRAM MADE POSSIBLE BY THE U.S.-NASA APPLICATION TECHNOLOGY SATELLITE NO. 6, SITTING 36,000 KILOMETERS ABOVE EAST AFRICA, ALLOWS DIRECT PROGRAM BEAMING TO THREE EARTH COMMUNICATIONS CENTERS IN INDIA AND PROGRAMS ARE RECEIVED DIRECTLY BY 2,500 SOLID STATE TELEVISION STATIONS LOCATED IN THE SIX VILLAGE CLUSTERS.

3. THE ATS 6 PROGRAMMING WILL CONTINUE FOR A YEAR FOR FOUR HOURS A DAY IN FOUR DIFFERENT LANGUAGES. THE PROGRAMMING FOR THE 2 1/2 HOUR EVENING SESSIONS WILL PRIMARILY COVER AGRICULTURE, EDUCATION AND HYGIENE, NUTRITION, FAMILY PLANNING, FOLK MUSIC AND DANCING, CULTURAL SHOWS AND NEWS. AN HOUR AND A HALF IN THE MORNING WILL BE USED EXCLUSIVELY FOR SCHOOL TEACHING PROGRAMS. IN MOST OF THE VILLAGERS, THIS INAUGURAL PROGRAM WAS AN ENTIRELY NEW EXPERIENCE, SOME NEVER

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HAVING SEEN MOVING PICTURES BEFORE.

4. THE TECHNICAL QUALITY OF THE FIRST PROGRAM, AT
LEAST IN DELHI, WAS EXCELLENT. THERE WERE SEVERAL
FADE OUTS DURING MRS. GANDHI'S ADDRESS BUT THIS MAY
HAVE BEEN DUE TO THE VIDEOTAPE. AFTER WE HAVE
ASSESSED THE TECHNICAL PROGRAMMING IN THE SEVERAL VILLAGE
CLUSTERS, WE WILL REPORT EARLY NEXT WEEK ON
TECHNICAL RECEPTION AS WELL AS MEDIA COVERAGE AND COMMENTS.
SAXBE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: RESEARCH, COMMUNICATION SATELLITES
Control Number: n/a
Copy: SINGLE
Draft Date: 02 AUG 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975NEWDE10407
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750267-0771
From: NEW DELHI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750887/aaaacylx.tel
Line Count: 70
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ellisoob
Review Comment: n/a
Review Content Flags:
Review Date: 24 FEB 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <24 FEB 2003 by ReddocGW>; APPROVED <02 FEB 2004 by ellisoob>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: SITE IS INAUGURATED 1 AT 6:20 P.M. FRIDAY, AUGUST 1ST, THE SATELLITE
TAGS: ETEL, TECH, SATELLITE INSTRUCTIONAL TELEVISION
To: STATE NASA
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006